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Geralyn Gorshing Selected as Senior Manager of Marketing for CPS Human Resource Services

Sacramento, CA – To assist CPS Human Resource Services in forging forward to become the industry leader in providing HR products and services, Geralyn Gorshing has been selected to fill the newly created position of Senior Manager of Marketing. Gorshing, selected out of nearly 100 candidates, is a seasoned marketing professional with a successful background in overseeing business-to-business marketing, advertising, and brand management.

In her 20 years of experience, Gorshing has acquired a vast array of core competencies, including product marketing, brand management, advertising and promotional campaign programs, public and media relations, and marketing performance tracking and improvement. Utilizing her areas of expertise, Gorshing's new position will play a key role in the continued growth and success of CPS Human Resource Services.

"I am enthusiastic for the opportunity to promote products and services that are essential to sustaining and advancing human resources in the public sector," says Gorshing. "CPS is equipped with innovative HR tools and has the capacity to offer its clients quality solutions to their ever-changing needs," continues Gorshing.

Most recently, Gorshing was employed by Vari-Lite/Genlyte in Dallas, Texas as Marketing Manager and has also served as Vari-Lite's Corporate Communications Manager. Prior to her stint at Vari-Lite, Gorshing was the Marketing Services Manager/Promotions Supervisor for Milltronics, where she developed marketing communications for four product groups with \$50 million in annual sales.

Gorshing's formal education includes a Bachelor of Science degree in Health Services Administration from Quinnipiac College in Hamden, Connecticut.

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“We are delighted that Geralyn will be our Senior Manager of Marketing,” says Jerry Greenwell, CEO of CPS Human Resource Services. “Geralyn brings with her a comprehensive background coupled with a high skill level, making her exceptionally qualified for the job. She can help us reach our target audience on an even broader base, resulting in the advancement of HR in all forms of government,” states Greenwell.

Gorshing resides in Roseville, California.

*** Digital photograph of Geralyn Gorshing available upon request (916.925.5080).**

About CPS Human Resource Services

As a Joint Powers Authority (JPA), CPS is helping to improve human resources in the public sector. CPS provides Exam Services, Consulting, Executive Search, and HR Outsourcing services to more than 1,000 local, state, and federal government agencies, public utilities, nonprofit associations and institutions of higher education throughout North America.

CPS Human Resource Services is governed by a 10 member public agency board of directors: City of Anaheim; California State Personnel Board; East Bay Municipal Utilities District; Hayward Unified School District; City of Las Vegas; The City University of New York; Sacramento County; City/County of San Francisco; Sonoma County; and the Office of Employment Relations, State of Wisconsin. CPS has more than 10 offices across the country.

CPS Human Resource Services is the 2004 winner of the **Sacramento Workplace Excellence Leader Award**. CPS was nominated by its employees and selected from more than 90 nominees.

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